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TO RUEHC/SECSTATE WASHDC PRIORITY 0172
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RUCPDOG/USDOC WASHDC PRIORITY
RUEATRS/DEPT OF TREASURY WASHINGTON DC PRIORITY
RUYNAAAC/COMNAVFORJAPAN YOKOSUKA JA PRIORITY
RHHMUNA/HQ USPACOM HONOLULU HI PRIORITY
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RHMFIUU/USFJ PRIORITY
INFO RUEHFK/AMCONSUL FUKUOKA 1969
RUEHNH/AMCONSUL NAHA 4315
RUEHNAG/AMCONSUL NAGOYA 9864
RUEHKSO/AMCONSUL SAPPORO 2528
RUEHOK/AMCONSUL OSAKA KOBE 5757
RUEHBJ/AMEMBASSY BEIJING 7326
RUEHMO/AMEMBASSY MOSCOW 2686
RUEHUL/AMEMBASSY SEOUL 3354
RUCNDT/USMISSION USUN NEW YORK 3374
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SIPDIS

STATE FOR I/RF, PA/PR/FPC/W, IIP/G/EA, EAP/PD, R/MR,
EAP/J, EAP/P, PM;
USTR FOR PUBLIC AFFAIRS OFFICE;
TREASURY FOR OASIA/IMI;
SECDEF FOR OASD/PA;
CP BUTLER OKINAWA FOR AREA FIELD OFFICE;
PACOM HONOLULU FOR PUBLIC DIPLOMACY ADVISOR

E.O. 12958: N/A

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SUBJECT: TOKYO MEDIA REACTION - PRESIDENTIAL
INAUGURATION

11. LEAD STORIES: All Thursday morning papers gave top play to the launch of the Obama administration on Tuesday.

12. "President Obama to Take 'Soft but Sound' approach?" The liberal Asahi wrote in an editorial (1/22): "... President Obama expressed his willingness to establish a new relationship with the Muslim world that will be based on common interests and mutual trust by saying that he will seek a new way forward with the Muslim world... Although the longstanding confrontation in the Middle East will not come to an end immediately, his message should not be treated lightly... President Obama also addressed such issues as poverty, the environment, and natural resources. This demonstrated his empathy towards others and his modesty."

13. "Journey to Change the World Begins" The liberal Mainichi editorialized (1/22): "The new era has begun. The American people always have a sense of a fresh start with every new president. However, the presidential inauguration this year demonstrated more fundamental changes to the world. The spirit of the age has changed following this inauguration. We share the same feeling the American people may have that the door to a new chapter of history has opened."

14. "U.S. Efforts to Remake Itself to Be Tested" The moderate Yomiuri editorialized (1/22): "... A swift move to implement the economic stimulus measures has never been required so strongly before. It is important to pass related legislation by mid-February to implement the measures quickly... The U.S. needs to create a rough plan for economic rehabilitation and

financial stabilization by the next G20 financial summit in April... On the diplomatic and security fronts, there are difficult issues that will not be resolved without U.S. leadership, such as Afghanistan, North Korea, and global warming."

¶15. "President Obama Needs to Reconstruct the U.S. Economy with a Broad Perspective" The business-oriented Nikkei argued in an editorial (1/22): "... The reconstruction of the U.S. economy has great significance not only for the U.S. but also for the world... We welcome President Obama's \$800 billion stimulus package, as it proposes the greater use of alternative energy, investment in education, and the modernization of medical services... There is concern that 'pork-barrel projects' could be prioritized over projects that could produce long-term benefits. The leadership of President Obama and the congressional leaders will be tested."

¶16. "Be Prepare to Remake Strong America" The conservative Sankei editorialized (1/22): "... President Obama called on the American people to recognize their duties to themselves, their nation, and the world. He also called on them to unite to overcome difficulties and to remake America... President Obama's 'grand design' for a new world order, including such issues as the reduction of nuclear arms, nuclear nonproliferation, global warming, and the international economy, would change the global trend in the 21st

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century."

¶17. "From Division to Dialogue" The liberal Tokyo Shimbun said in an editorial (1/22): "President Obama took office after a long period of preparation. He should not lose the chance of making a historic turnaround from division to dialogue, as the international community faces global crises."

ZUMWALT